



Week of Feb. 27, 2008 – March 4, 2008

Above All

The Air Force has a new slogan: Above All

The slogan is part of a new recruiting and awareness campaign that launched last week and will be featured on television, in print and online. In addition to being shown at several sporting events, "Above All" ads will be seen in magazines and during commercial breaks on many top-rated commercial and television news and entertainment programs.

"'Above All' is about what we do and how we do it," said Col. Michael Caldwell, deputy director of Air Force Public Affairs. "The job of the Air Force is to defend America and we do that by dominating air, space and cyberspace. The new campaign and slogan captures our roots, but also illustrates where we're going as a service as the Air Force prepares to contend with future threats."

Some other points of interest:

- The basis of this campaign is the fact that the world has changed, so we must also change the way we protect American's interests and ideals at home and around the globe
- The ads tell the story of the Air Force and feature real Airmen performing their mission to defend air, space and cyberspace
- Before the campaign launch, the Air Force conducted several surveys with Airmen, civilians and members of our sister services. The "Above All" slogan was chosen over several other phrases as the best description of the Air Force mission
- The ads can be seen on several shows like the "CSI" series, "60 Minutes," and "Lost," as well as during the NCAA Men's Basketball Tournament and the Final Four. "Above All" print ads will appear in various publications like: USA Today, Time, Newsweek and Popular Science. Online, "Above All" ads will run on MSNBC.com, Google.com and Yahoo.com, to name a few
- More information on the "Above All" campaign can be seen on the Air Force Portal

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